

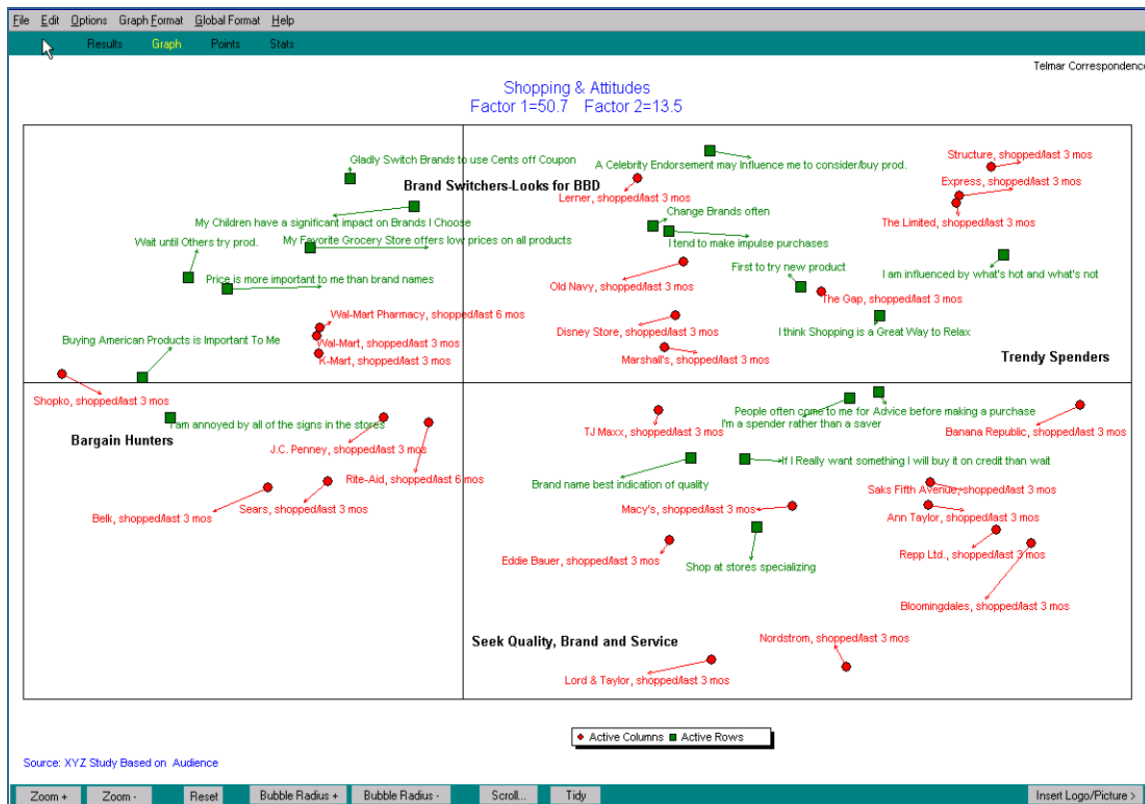
Correspondence - Graphical Correspondence Mapping

Telmar's Correspondence program offers a pictorial representation of SurveyTime Crosstab data, showing items plotted according to correlation. Correspondence analysis is a method of identifying the factors that differentiate between people in a market. The program is used to understand a market, understand users of a brand, or to identify potential market gaps.

Telmar Correspondence:

- Charts for presentation of markets (with demographics, or the media plan overlaid)
- Provides a full set of statistics to aid quick interpretation of a market
- Sorting mechanism for choosing lifestyle statements, prior to running cluster analysis
- Offers a "Tidy" button to delete any unwanted data in one easy action
- Ability to move data on a chart, with or without a line, indicating where it came from
- Exports and save charts in metafile format (for use in PowerPoint)

The following analysis of the retail market gives an example of what correspondence mapping can do:



For further information, please call your Telmar client service representative or email AccountServices@Telmar.com

New York

☎ 212 725-3000

Chicago

☎ 312 840-8563

Dallas

☎ 214 973-5920

Los Angeles

☎ 310 575-4880

Toronto

☎ 416 487-2111

Montreal

☎ 514 206-4546

Select "Stats" to get in depth analysis along with each graph:

File Edit Options Graph Format Global Format Help							
Results		Graph		Points		Stats	
Description		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Based on Audience	% Inf	ABS REL	ABS REL	ABS REL	ABS REL	ABS REL	ABS REL
Sears, shopped/last 3 mos	3.8	3.0 - 40	9.6 - 34	1.4 - 02	0.7 - 01	3.1 + 03	7.9 + 06
Lord & Taylor, shopped/last 3 mos	2.2	1.0 + 23	7.4 - 46	0.3 - 01	1.0 + 02	11.1 + 17	0.5 + 01
Eddie Bauer, shopped/last 3 mos	3.0	1.6 + 27	5.6 - 26	1.3 - 03	17.0 - 26	4.4 - 05	0.2 - 00
Macy's, shopped/last 3 mos	4.6	6.2 + 68	5.3 - 16	4.3 + 06	0.0 + 00	0.6 - 00	0.9 + 01
Longs Drug, shopped/last 6 mos	1.3	0.1 + 05	3.5 - 36	5.5 + 26	0.1 + 00	2.3 - 06	0.2 + 00
Neiman Marcus, shopped/last 3 m	1.3	0.9 + 36	2.6 - 28	0.5 - 02	0.1 - 00	0.0 - 00	0.6 - 01
Bloomingdales, shopped/last 3 mo	3.4	3.5 + 53	1.7 - 07	8.0 + 15	2.8 + 04	2.4 - 02	1.2 + 01
J.C. Penney, shopped/last 3 mos	1.9	1.3 - 35	1.6 - 12	0.5 - 01	2.8 - 07	6.0 + 11	3.4 + 05
Ann Taylor, shopped/last 3 mos	2.4	3.2 + 68	1.4 - 08	1.5 - 04	0.0 + 00	0.6 + 01	0.2 - 00
Belk, shopped/last 3 mos	1.7	0.8 - 24	1.4 - 11	1.2 - 05	0.5 + 01	5.6 + 11	6.4 - 10
Rite-Aid, shopped/last 6 mos	1.7	0.1 - 03	0.8 - 07	6.3 + 23	8.0 - 22	1.5 + 03	0.4 - 01
CVS Pharmacy, shopped/last 6 mo	1.2	0.1 - 02	0.5 - 06	2.4 + 13	0.1 - 00	2.0 + 06	11.9 - 28
Dillard's, shopped/last 3 mos	1.1	0.1 + 06	0.4 - 04	3.0 - 16	0.6 - 02	1.1 - 03	1.0 - 02
Saks Fifth Avenue, shopped/last 3	1.9	1.4 + 39	0.4 - 03	1.6 + 05	5.3 + 13	0.2 - 00	3.8 - 06
Revco, shopped/last 6 mos	1.6	0.6 + 20	0.3 - 03	0.4 - 02	0.0 + 00	1.4 - 03	9.6 - 17
TJ Maxx, shopped/last 3 mos	2.3	2.0 + 44	0.3 - 01	8.5 - 23	6.6 + 13	0.6 - 01	0.6 - 01
Repp Ltd., shopped/last 3 mos	1.6	0.4 + 13	0.2 - 02	1.5 + 06	4.3 + 12	6.3 + 13	8.1 - 14
Target, shopped/last 3 mos	1.1	0.3 - 14	0.2 - 02	2.2 - 12	2.8 + 11	2.0 - 06	0.0 + 00
Banana Republic, shopped/last 3	5.2	8.9 + 87	0.1 - 00	0.9 + 01	0.5 - 00	2.6 - 02	1.6 + 01
Walgreens, shopped/last 6 mos	1.2	0.7 - 30	0.0 - 00	0.9 + 05	6.5 + 26	1.5 - 04	0.1 - 00
Rows (Top 20-)							
Check ingredients/nutrit. content o	2.3	0.4 + 08	8.8 - 51	0.4 + 01	3.5 + 07	0.2 - 00	3.4 - 04
Shop at stores specializing	4.0	4.4 + 55	6.4 - 22	6.6 + 10	0.0 - 00	1.4 - 01	0.2 - 00
Buy based on quality, not price	1.2	0.0 + 00	4.7 - 54	0.4 - 02	0.3 - 01	0.0 - 00	0.9 + 02
Pay more product environmentally	1.0	0.4 - 19	3.2 - 43	1.2 + 07	0.0 - 00	0.6 - 02	0.0 - 00
The service personnel important	1.2	1.0 - 43	2.5 - 28	0.1 - 01	0.0 - 00	2.2 - 06	2.4 + 06
I am willing to Give up convn. for en	2.2	2.2 - 51	2.1 - 13	4.7 + 14	0.3 + 01	0.1 - 00	0.5 - 01
If I Really want something I will buy	3.7	3.9 + 54	1.8 - 06	1.0 - 02	1.6 + 02	19.5 + 18	1.1 + 01
Prefer Products that offer the Lat	2.0	2.2 + 57	1.6 - 11	0.1 - 00	5.1 - 12	0.1 - 00	0.0 - 00
Brand name best indication of qual	2.4	2.2 + 48	1.5 - 09	3.0 + 08	4.0 - 08	0.0 + 00	1.5 + 02
Product Co. I trust pay more	1.1	0.3 + 15	1.0 - 12	5.4 - 30	0.2 - 01	1.2 - 04	2.0 + 05
Only Use Coupons for Brands I us	1.9	2.0 - 54	1.0 - 08	2.1 - 07	0.7 + 02	1.4 + 02	1.5 + 02
My spouse has significant impact	2.3	2.7 - 60	0.6 - 03	0.4 + 01	6.0 - 12	0.2 + 00	8.6 - 10
Buy brands that reflect my style	1.6	2.0 + 63	0.5 - 04	2.8 - 11	0.2 + 00	0.1 - 00	0.1 - 00
No. Rows to Print 20		Apply	Print	Data Sort..	Sorted: Factor 2, Desc		

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